
State:	Arkansas	Filing Company:	United American Insurance Company
TOI/Sub-TOI:	MS06 Medicare Supplement - Other/MS06.000 Medicare Supplement - Other		
Product Name:	Agent Introduction Letter		
Project Name/Number:	Agent Introduction Letter/AD-342		

Filing at a Glance

Company:	United American Insurance Company
Product Name:	Agent Introduction Letter
State:	Arkansas
TOI:	MS06 Medicare Supplement - Other
Sub-TOI:	MS06.000 Medicare Supplement - Other
Filing Type:	Advertisement
Date Submitted:	01/10/2013
SERFF Tr Num:	AMLC-128839917
SERFF Status:	Closed-Filed-Closed
State Tr Num:	
State Status:	Filed-Closed
Co Tr Num:	AD-342
Implementation	On Approval
Date Requested:	
Author(s):	Mary Johnson
Reviewer(s):	Stephanie Fowler (primary)
Disposition Date:	01/16/2013
Disposition Status:	Filed-Closed
Implementation Date:	
State Filing Description:	

State: Arkansas **Filing Company:** United American Insurance Company
TOI/Sub-TOI: MS06 Medicare Supplement - Other/MS06.000 Medicare Supplement - Other
Product Name: Agent Introduction Letter
Project Name/Number: Agent Introduction Letter/AD-342

General Information

Project Name: Agent Introduction Letter

Project Number: AD-342

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Deemer Date:

Submitted By: Mary Johnson

Filing Description:

NAIC #290-92916

FEIN # 73-1128555

RE: Agent Introduction Advertisement Letter

Form(s) AD-342

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 01/16/2013

State Status Changed: 01/16/2013

Created By: Mary Johnson

Corresponding Filing Tracking Number:

Attached for your review and approval please find a copy of the above noted advertisement; AD-342 Medicare Supplement Ad, which is being filed as an institutional ad. This is a new submission which has never been filed and does not replace any previous filing submissions. The letter will be used by our agents to introduce themselves and the various insurance products that the company offers.

The above noted form is being filed in Nebraska our state of domicile and is being filed in other states as necessary, where the company is licensed to do business.

Company and Contact

Filing Contact Information

Mary Johnson, Compliance Analyst

3700 S. Stonebridge Drive

McKinney, TX 75070

mjohnson@torchmarkcorp.com

214-544-5335 [Phone]

972-569-3728 [FAX]

Filing Company Information

United American Insurance

Company

P.O. Box 8080

McKinney, TX 75070-8080

(972) 529-5085 ext. [Phone]

CoCode: 92916

Group Code: 290

Group Name: Liberty National

FEIN Number: 73-1128555

State of Domicile: Nebraska

Company Type: Life and

Health

State ID Number:

Filing Fees

Fee Required?

Yes

Fee Amount:

\$50.00

Retaliatory?

No

Fee Explanation:

\$50.00 per advertising submission x 1 =\$50.00

Per Company:

No

State: Arkansas **Filing Company:** United American Insurance Company
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Company	Amount	Date Processed	Transaction #
United American Insurance Company	\$50.00	01/10/2013	66438681

SERFF Tracking #:	AMLC-128839917	State Tracking #:		Company Tracking #:	AD-342
State:	Arkansas	Filing Company:	United American Insurance Company		
TOI/Sub-TOI:	MS06 Medicare Supplement - Other/MS06.000 Medicare Supplement - Other				
Product Name:	Agent Introduction Letter				
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	01/16/2013	01/16/2013

SERFF Tracking #:	AMLC-128839917	State Tracking #:		Company Tracking #:	AD-342
State:	Arkansas	Filing Company:	United American Insurance Company		
TOI/Sub-TOI:	MS06 Medicare Supplement - Other/MS06.000 Medicare Supplement - Other				
Product Name:	Agent Introduction Letter				
Project Name/Number:	Agent Introduction Letter/AD-342				

Disposition

Disposition Date: 01/16/2013

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Agent Introduction Letter	Filed-Closed	Yes

State:	Arkansas	Filing Company:	United American Insurance Company
TOI/Sub-TOI:	MS06 Medicare Supplement - Other/MS06.000 Medicare Supplement - Other		
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Form Schedule

Lead Form Number: AD-342								
Item No.	Schedule Item Status	Form Name	Form Number	Form Type	Form Action	Action Specific Data	Readability Score	Attachments
1	Filed-Closed 01/16/2013	Agent Introduction Letter	AD-342	ADV	Initial			AD-342 Agent Introduction Letter 1212.pdf

Form Type Legend:

ADV	Advertising	AEF	Application/Enrollment Form
CER	Certificate	CERA	Certificate Amendment, Insert Page, Endorsement or Rider
DDP	Data/Declaration Pages	FND	Funding Agreement (Annuity, Individual and Group)
MTX	Matrix	NOC	Notice of Coverage
OTH	Other	OUT	Outline of Coverage
PJK	Policy Jacket	POL	Policy/Contract/Fraternal Certificate
POLA	Policy/Contract/Fraternal Certificate: Amendment, Insert Page, Endorsement or Rider	SCH	Schedule Pages



Hello!

Insurance is a topic on almost everyone's mind these days. How could it not be with all the discussion about healthcare reform during the past few years? It's important to know you have appropriate insurance coverage for yourself and your family...whether it's health or life coverage.

I am proud to tell you I am contracted with United American Insurance Company. United American has been in business for more than [60] years. For more than [35] consecutive years, UA has been rated [A+ (Superior)]* for Financial Strength from A.M. Best Company, a leading credit rating organization serving the insurance industry. United American is a Company you can depend on!

United American offers a wide variety of supplemental health and life insurance products:

- Medicare Supplements: UA has provided Seniors with quality Medicare Supplements since 1966, the year Medicare took effect, and is one of the leading providers of individual Medicare Supplements in the United States.**
- Term and Whole Life insurance coverage from \$1,000 to \$500,000
- Cancer and Critical Illness insurance
- Accident insurance
- Hospital Indemnity
- Annuities

I would love the opportunity to meet with you, review your insurance needs, and show you what United American can do for you. Please contact me any time. I'm here to serve you and your family.

Sincerely,

[Agent Name]
[Agency Name]
[Agency Street]
[Agency City, State, ZIP]
[Phone Number]
[E-mail address]

**Rating as of June 2012*

*** NAIC 2010 Medicare Supplement Insurance Experience Report, June 2011*

United American is not connected with or endorsed by the U.S Government or the Federal Medicare program. The rating refers only to the overall financial status of the company and it is not a recommendation of specific policy provisions, rates or practices of the insurance company.

This is a solicitation for insurance. You may be contacted by an Agent representing United American Insurance Company.